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STUDIU PRIVIND CONSUMUL DE LAPTE VEGETAL

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Abstract: Nowadays, an increasing number of individuals are opting to forgo dairy products for various reasons, whether motivated by medical conditions or a desire to abstain from animal-derived products. Consequently, plant-based alternatives to animal-derived dairy, such as plant-based milk, have emerged in the market. This paper explores the theme of customer satisfaction specifically in the context of plant-based milk, shedding light on the factors influencing consumer preferences and the overall experience with non-dairy alternatives.

• Introduction

Plant-based milk has emerged in the market as an alternative to cow's, goat's, sheep's, or other animal milks and is obtained from various plants. The number of consumers has steadily increased in recent years, with people choosing plant-based products for various reasons, whether driven by medical considerations or the desire to embrace a vegan lifestyle.

An important factor influencing the choice of plant-based milk consumption is its higher price compared to milk from animals. The primary reason for the increased cost of plant-based milk is that plant products are more environmentally friendly, with a lower impact on greenhouse gas emissions.

• Material and method

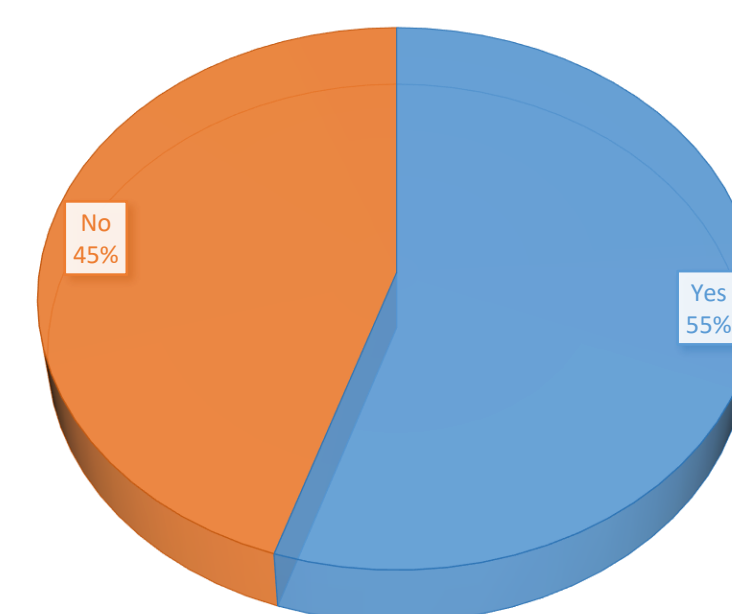
We conducted a quantitative research study on the consumption of plant-based milk among the population. As our working method, we employed a questionnaire-based survey.

The purpose of this questionnaire was to observe consumer preferences, the level of satisfaction with plant-based milk, and usage behavior in consumption.



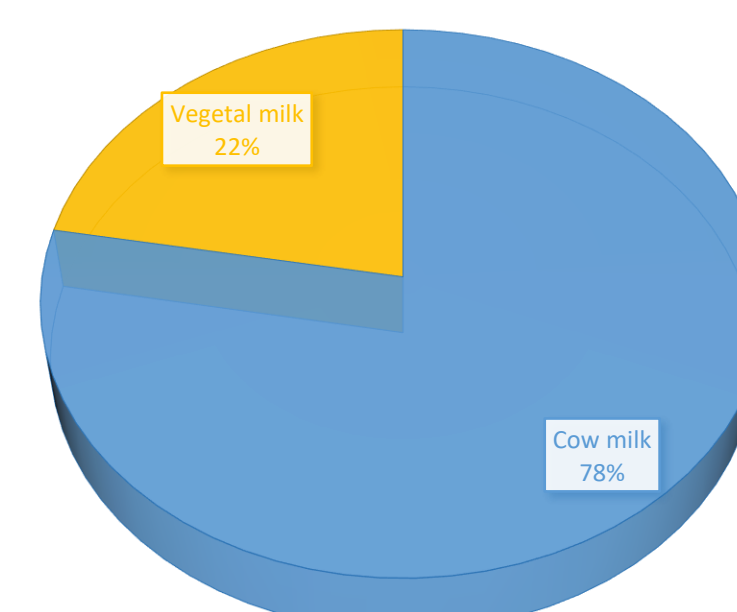
Fig. 1: Plant based milk of various types

• Results and discussions



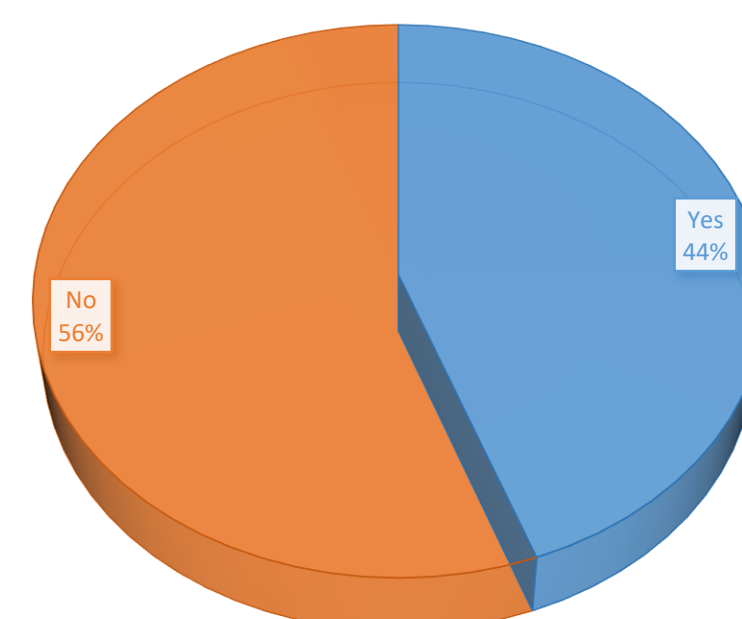
As can be seen from fig. 2, more than half of the questionnaire respondents have consumed plant-based milk to date.

Fig. 2: Previous consumption of plant-based milk



The vast majority lean towards the consumption of animal-derived products, with 78% of consumers generally choosing cow's milk.

Fig. 3: Preferred milk or milk-substitute product



As mentioned earlier, plant-based milk comes at a significantly higher price compared to animal-derived milk. Therefore, 44% of individuals consider its cost to be a barrier to the consumption of plant-based milk.

Fig. 4: Higher prices – a barrier from consumption of plant-based milk

• Conclusions

In conclusion, despite the variety of plant-based products available in the market, the findings from this questionnaire reveal that the majority of individuals still lean towards animal-derived products. Factors such as taste, smell, consistency, and price are elements that do not favor the purchase of a plant-based product. Despite the numerous benefits associated with plant-based milk, consumers have gravitated towards this product driven by curiosity and the desire to try something new.